



REQUEST FOR PROPOSAL 2015 – 2016 LODGERS' TAX FUNDS

**A. CLOSING DATE: BEST CONSIDERATION CLOSING
DATE FOR CONSIDERATION OF APPLICATIONS FOR
2015-2016 LODGERS' TAX FUNDS IS FRIDAY APRIL
17, 2015 AT 4 PM.**

Return to: Lodgers' Tax Committee
City of Gallup
c/o Patty Holland
110 W. Aztec Ave
P.O. Box 1270
Gallup, NM 87305

B. OBTAIN APPLICATION: Applications can be obtained by contacting The City of Gallup, Finance Department, 110 West Aztec Avenue, Gallup, NM 87301, (505) 863-1362.

C. ELIGIBILITY: Any organization, which promotes travel and tourism for the benefit of the Gallup-McKinley County area and has an established organization and leadership, which can accomplish the proposed project and can comply with all applicable conditions. The application will be reviewed by the Lodgers' Tax Committee for recommendation for approval or disapproval by City Council. Decisions will be returned in writing to the applicant indicating approval or disapproval. Approved projects will receive funding amount, administrative guidelines and any special conditions of funding.

D. CRITERIA FOR APPROVAL: The following guidelines will be used to evaluate proposals: Tourism Promotion; Compatibility with Year-Round Calendar of Events; Innovativeness; Funding History; Marketing Effectiveness; Positive Image of Gallup; Project Business Plan; Past and Projected Results and Project Evaluation.

E. 2015-2016 PRIORITIES AND GUIDELINES

1. No single project or event will receive more than \$25,000
 - a. A minimum of two (2) night's stay in Gallup shall be required for maximum event funding from Lodger's Tax.
 - b. Events or projects requiring one (1) night's stay in Gallup will receive not more than \$12,500 or 50% of maximum funding.

- c. Events or projects requiring no overnight stay in Gallup shall receive no more than \$1,500

2. New and off-peak season events will have a priority for Lodgers' Tax Funds.
 - a. Events scheduled between September 15, 2015 and May 31, 2016 will receive first priority for funding.
 - b. New events scheduled from the 2nd to the 4th weekends of the month when no other established event is scheduled will receive second priority for funding.
 - c. No new events scheduled for the first of the month will be eligible to receive funds.
3. Funding for "for-profit" events will be limited in funding to no more than \$5,000 per event
4. Limited exception for specific types of community events: first, Native American Appreciation Day; and secondly, either the resumption of Heritage Day or the Festival of Cultures, and holding the spending limit to \$25,000 and proposing an exception to the requirement of two (2) night's stay to receiving the maximum funding.

F. RESPONSIBILITIES: All recipients of Lodgers' Tax funds are responsible for completing the proposed project within the approved time period and providing the Lodgers' Tax Committee with periodic progress updates. A final report with substantiating documentation of expenditures is required 15 days after event. Recipients are responsible for filing financial reports and timely evaluation reports. Upon completion of the project, each recipient of Lodgers' Tax funds will submit to the Lodgers' Tax Committee proof of expenditures such as receipts for expenses, copies of ads, cancelled checks and other receipts. Financial statements are required from each project as stipulated in the attached Letter of Transmittal. Project status reports may be requested.

All recipients of Lodgers' Tax funds must list the City of Gallup Lodger's Tax as a contributor on all advertisements, brochures and other mediated materials, with the City Lodgers' Tax logo.

G. EVALUATION: An evaluation is required for each project or event receiving Lodgers' Tax Funds. The evaluation form is included in the attached materials. Evaluations must be returned to the Lodgers' Tax Committee within thirty days of the completion of the project or event.

LODGERS' TAX COMMITTEE
REQUEST FOR PROPOSALS
2015-2016 LODGERS TAX FUNDS
GENERAL CONDITIONS

The City of Gallup's Lodgers' Tax Committee invites proposals to promote tourism and related activities. Proposals will be received by the Lodger's Tax Committee at the City of Gallup, 110 W. Aztec, Gallup, New Mexico, 87301 by Friday, April 17, 2015 by 4 pm. Proposals submitted after the above date and time will not be considered and will be returned unopened. Offerors are advised that faxed responses to this request for proposals are not accepted. Proposals must be submitted in a sealed envelope.

MODIFICATIONS OR WITHDRAWAL: Proposals submitted to the Lodger's Tax Committee may be withdrawn or modified prior to the time set for opening of proposals by delivering written notice to the Committee.

COPIES: Please return two (2) copies of each proposal.

PROPOSAL OPENING: The opening of proposals shall be conducted in private to maintain the confidentiality of the contents of all proposals.

Note: These documents constitute a "Request for Proposals" or RFP. It is a request for an offer. As such, it allows alternate offers or proposals to be considered and the terms and conditions may be subject to negotiations to reach best and final offers. All information requested for submittal should be included with the offer, and exceptions or alternates clearly noted.

NON-DISCRIMINATION: The City of Gallup does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in the employment or the provision of services. Contractors shall be in compliance with the A.D.A. requirements.

HEARINGS: Hearings will be conducted with all responsible Offerors who submit proposals found to be reasonably likely to be selected for award. Offerors submitting proposals will be afforded an opportunity for discussion and revision after submission and prior to award for the purpose of obtaining best and final offers. The awards shall be made to the responsible Offeror(s) whose proposals are most advantageous in promoting tourism in the City of Gallup.

Proposals shall be evaluated on the basis of demonstrated competence and qualification for the type of service required, and based on the criteria set forth in the request for proposal.

The Lodgers' Tax Committee will evaluate all proposals and conduct hearings.

The City is under no obligation to conduct any hearings or discussions with an Offeror.

This request and all attachments will be considered part of the resultant contract and/or purchase order.

APPROPRIATIONS: The terms of this agreement are contingent upon sufficient monies being made available by the City of Gallup for the performance of this agreement. If sufficient appropriations and authorizations are not made by the City of Gallup, this agreement shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

CONTACTS: If clarification is needed on the General Conditions of this proposal, contact Patty Holland at (505) 863-1362.

INCURRING COST: Any cost incurred by the Offeror in preparation, transmittal, cancellation, presentation of any proposal or materials submitted in response to this RFP shall be borne solely by the Offeror.

AWARD: Tentative awards will be made by the Lodgers' Tax Committee with recommendations to the City of Gallup Council, for final approval.

Notice to Offeror(s): Unnecessarily elaborate responses beyond that sufficient to present a complete and effective response to the solicitations are not desired and may be construed as an indication of the Offerors' lack of cost consciousness. Unless specifically requested in the solicitation, elaborate art work, corporate brochures, lengthy narratives, expensive paper, specialized binding, and other extraneous presentation materials are neither necessary nor desired.

THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS IN WHOLE OR IN PART, TO WAIVE INFORMALITIES OR TECHNICALITIES AT ITS OPTION, AND TO ACCEPT THE PROPOSAL IT DEEMS TO BE IN THE BEST INTERESTS OF THE CITY OF GALLUP.



CITY OF GALLUP
LODGERS' TAX PROPOSAL
LETTER OF TRANSMITTAL

THE UNDERSIGNED CERTIFIES THAT THEY HAVE READ AND UNDERSTAND THE ABOVE GENERAL CONDITIONS AND THAT THEY ACCEPT THESE CONDITIONS AND SUBMIT THE ATTACHED PROPOSAL IN FULL COMPLIANCE WITH THESE CONDITIONS AND THE APPLICABLE PROPOSAL SPECIFICATIONS.

IN SUBMITTING THIS PROPOSAL, THE OFFEROR REPRESENTS THAT THE OFFEROR HAS FAMILIARIZED THEMSELVES WITH THE NATURE AND EXTENT OF THE REQUEST FOR PROPOSALS DEALING WITH FEDERAL, STATE AND LOCAL REQUIREMENTS WHICH ARE A PART OF THESE REQUEST FOR PROPOSALS. THE OFFEROR WILL COMPLY WITH ALL APPLICABLE FEDERAL AND STATE LAWS, LOCAL ORDINANCES AND THE RULES AND REGULATIONS OF ALL AUTHORITIES HAVING JURISDICTION OVER THE SERVICES BEING PROPOSED.

EVALUATIONS AND FINANCIAL STATEMENTS ARE A REQUIREMENT OF THE PROPOSALS AND MUST BE SUBMITTED IN A TIMELY MANNER, BUT NO LATER THAN THIRTY (30) DAYS AFTER THE END OF THE FISCAL YEAR, JUNE 30TH. FAILURE TO SUBMIT FINANCIAL STATEMENTS AND EVALUATIONS WILL BE CAUSE TO RETURN ANY AWARDS FOR THAT YEAR, AND MAY JEOPARDIZE FUTURE AWARDS.

NAME OF FIRM

AUTHORIZED SIGNATURE

NAME PRINTED OR TYPED

TITLE

DATE: _____

ADDRESS: _____

CITY, STATE, ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____ E-MAIL: _____

RETURN THIS FORM WITH YOUR PROPOSAL



APPLICATION FOR LODGERS' TAX FUNDS FOR PROJECTS, ACTIVITIES, AND EVENTS

PART I: PROJECT INFORMATION

Organization Name: _____ Event Name: _____

Event Date: _____

Organized By: _____ Title: _____

Address: _____ Phone: _____ Fax: _____

Contact Person (if different than preparer): _____

Contact Phone: _____ Email: _____

Total Project Cost: _____ Minimum Funding Requested: _____

Other Funding Sources: _____

Volunteer Community – In Kind Contributions: _____

Other anticipated sources for future development: _____

PART II: CRITERIA

Were you funded in Fiscal Year 2015? _____ If "YES" have you submitted a Financial Statement on the project? _____

How much did you receive? _____

Is this a new event? _____ Is your organization a non-profit? _____ Is this event off season? _____

How many people attend this event? _____ What is the date(s) of the event? _____

1. Define/Describe the overall project:

2. Describe the specific ways Lodgers' Tax funds will be used with the project/ activity/ event:



APPLICATION FOR LODGERS' TAX FUNDS FOR PROJECTS, ACTIVITIES, AND EVENTS

3. Describe how project meets 2015 – 2016 Lodgers' Tax Priorities and Guidelines:

PART III: LODGERS' TAX GOALS & PURPOSES

LODGER'S TAX FUNDS ARE ALLOCATED TO MEET THE PURPOSES AND GOALS OF THE CITY OF GALLUP, PLEASE CHECK ALL OF THE GOALS AND PURPOSE BELOW THAT YOUR ACTIVITY/ EVENT WILL ADDRESS.

The Lodgers' tax funds we have applied for will:

- ☐ Increase tourism
- ☐ Increase lodging use
- ☐ Increase and promote cooperation with other activities/ events
- ☐ Allow us to leverage funds and resources
- ☐ Promote a positive image for Gallup
- ☐ Promote a positive service culture in Gallup
- ☐ Increase our organization's capacity to develop resources and funds, and reduce reliance on Lodgers' tax funding
- ☐ Benefits the Gallup community in the following way (please list):

PART IV: FINANCIAL DISCLOSURE CHECK LIST

As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information:

- ☐ Complete Budget for Event/Special Activity/Project
- ☐ Complete Listing of all sources of funding for event
- ☐ Payroll information for sponsoring organization
- ☐ Beginning and ending cash balances for event
- ☐ IRS Form 990 for non-profit organization sponsoring event
- ☐ Agency's Financial Statement for last completed fiscal year

PART V: ASSURANCES AND CERTIFICATIONS

I/WE CERTIFY THAT I/WE AM/ARE AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP A CLEAR AND ACCURATE ACCOUNTING OF HOW THE FUNDS WERE USED. WE WILL EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF GALLUP, AND WILL DELIVER AN ANNUAL EVALUATION REPORT TO THE CITY ON OR BEFORE THE DATE ESTABLISHED FOR SUBMITTAL.

Print your name:

Signature:

Title:

Date:



EVALUATION FORM: 2015 – 2016 LODGERS' TAX FUNDS USED

PART I: CONTACT INFORMATION

Organization Name: _____

Contact Person: _____ Title: _____

Address: _____ Phone: _____ Fax: _____

PART II: RESULTS

Event Name: _____ Event Date: _____

Describe how many participants you had in attendance at your event and how you calculated the results: _____

Describe how you applied the lodgers' tax funds to your event expenditures:

Describe how the event met the guidelines proposed and the impact on Gallup:
